

The emergency messages can only reach the public if their radios are turned on at the time of the message, and so most of the public cannot be reached. Thus the FCC should mandate that, after some fixed deadline, all radios and TVs sold in the US (home, car, or portable) must have built-in a capability to turn themselves on when an emergency broadcast begins, and turn themselves off when it ends. Since most radios and TVs already have digital controllers the incorporation of this new capability only requires the addition of a few lines of code, at negligible cost (even though the various manufacturers' associations will claim that it will drive them to bankruptcy, as usual).